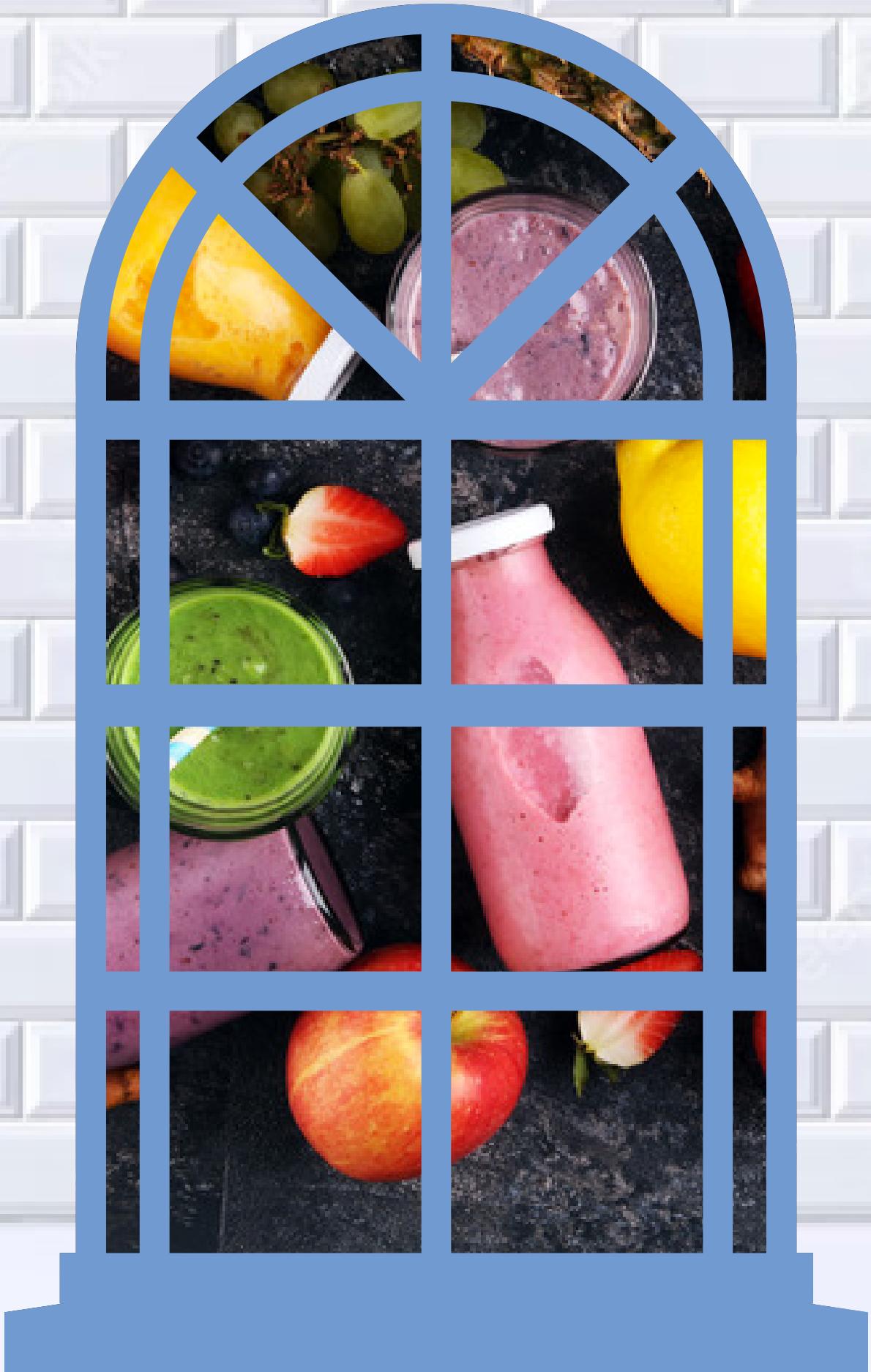


BrewCrew



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AGENDA

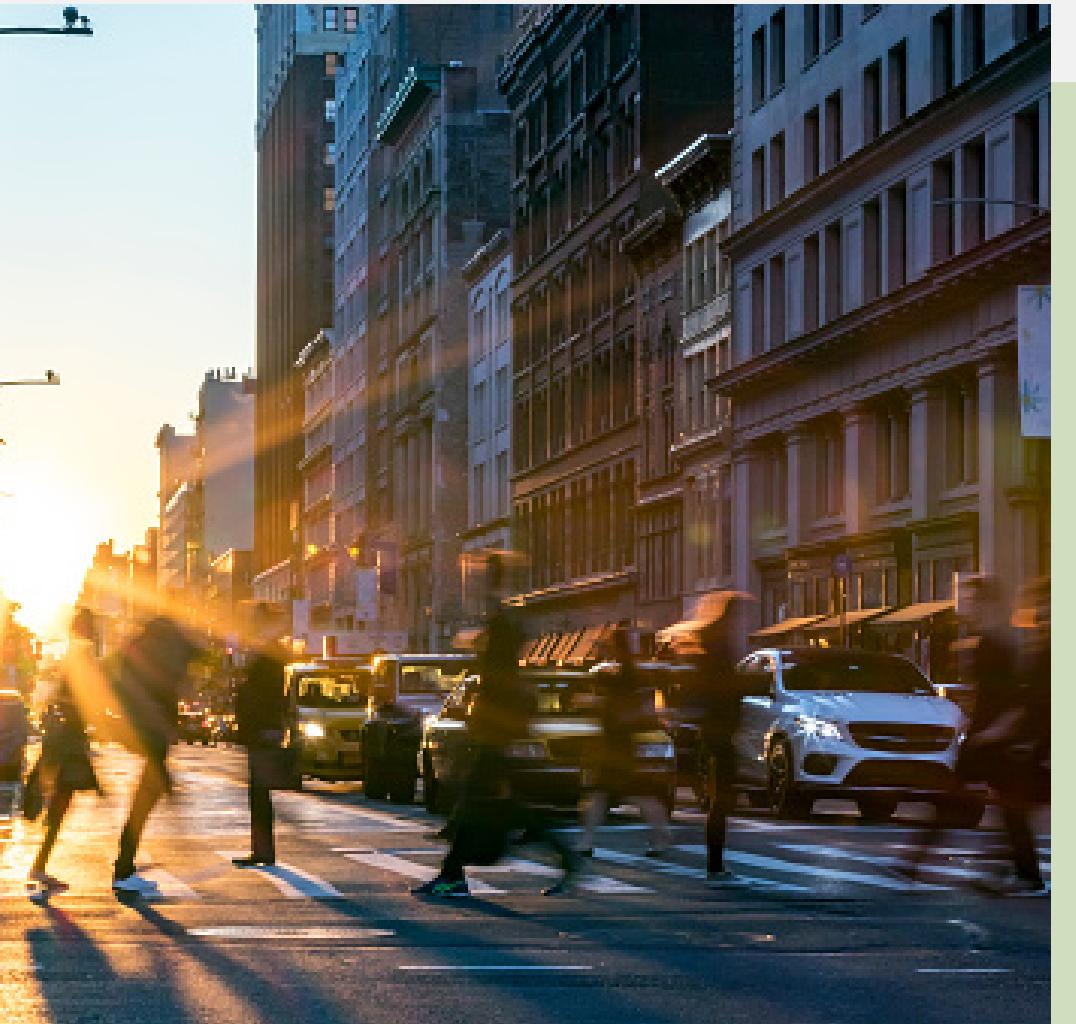
- Motivation
- Business Model
- Target Audience
- SWOT Analysis
- Porter's Five Analysis
- Information Products
- 3C
- Data Flow of Operations
- ERD
- Data Analysis
- Future Scope of our Business



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OUR VISION

- Growing demand for convenient and efficient service that can save time to get the drink they need to start their day.
- Growing trend to towards healthy living and sustainability
- To support local agriculture which we sourcing our ingredients from and support the local economy. It can also resonate with customers who are interested in supporting the local businesses and reducing environment impact.



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B U S I N E S S M O D E L

Value Proposition

- Delivery platform on mobile /website
- Customizable drink
- Subscription model :providing customized beverage plan weekly.
- Healthy drink options: Creative flavors
- Quick delivery times:Promise quick delivery times, with an emphasis on delivering drinks within 30 minutes of ordering.
- Corroborating with Boston local and organic ingredients: promoting a commitment to sustainability and supporting the local community.

Our core product:

- Vegan drink
- Coffee
- Tea
- Protein Shake
- Organic Smoothie

Our core service:

- Quick delivery service within 30 minutes
- Weekly vegan drink menu
- Rewards program: Earning points for discounts or free drinks.

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BUSINESS MODEL

Key Resources in product

Our main resources in the products:

- Ingredients of beverage: tea, coffee beans, fruits, protein powder, milk, sugar..etc.
- Package of the drink: S_M_L size of the cup+lid.

Key Resources in our business operation

- Platform for mobile and webpage
- Skilled staff
- Warehouse for storage
- Reliable payment system
- Marketing and branding

Key Partners

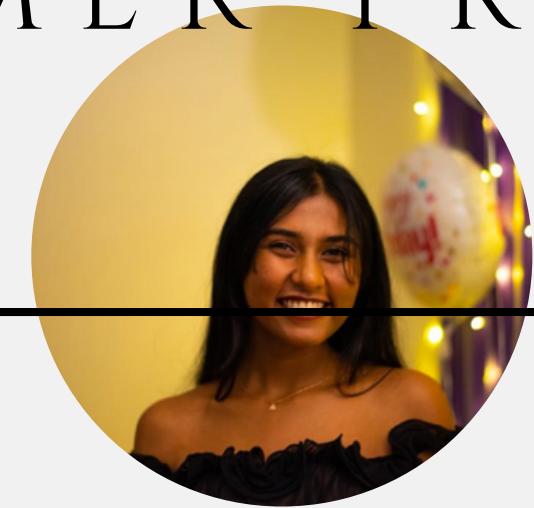
- Local farmers
- Electronic payment service provider
- Sustainable package suppliers

Key Activities

- Managing subscription-trial month, ex:20% off for the first 5 orders
- Referral bonus
- Holiday promotions

oooo TARGET AUDIENCE: CUSTOMER PROFILING

Ankitha



- ✓ Nutrition Minded
- ✓ Values quality of sleep
- ✓ Interested in stress reduction techniques
- ✓ Seeks balance in active lifestyle

Siddhant



- ✓ Demanding work schedule
- ✓ Soccer player
- ✓ Wellness enthusiast
- ✓ Interested in balance between professional and social schedule

Daniella



- ✓ Busy mom
- ✓ Values time management and organization.
- ✓ Learning new tips and tricks to simplify busy schedule.
- ✓ Interested in healthy products for the whole family

Cindy



- ✓ Health conscious
- ✓ Pilates lover
- ✓ Values self-care and wellness routines
- ✓ Interested in new and trendy products and services.

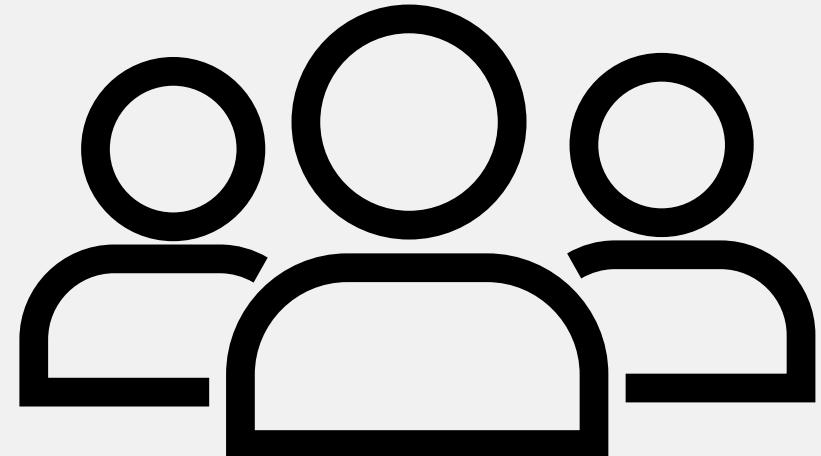
Uthra



- ✓ Fitness enthusiast
- ✓ Dancehall and Afro dancer
- ✓ Member of Clubs
- ✓ Seeks balance between busy schedule.

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TARGET AUDIENCE



A graphic icon of a smartphone. The screen displays a list of characteristics under the heading 'Lifestyle'. The list includes: People who value convenience and time-saving options, Individuals who are concerned about maintaining a healthy lifestyle, prioritize their physical and mental well-being, Always on-the-go and have a fast-paced lifestyle, Prefer customized beverage plans, Interested in trying new, healthy beverage options, environmentally conscious and prefer vegan products, and Appreciate the benefits of having a consistent supply of energizing drinks.

Demographic:

- Residents of Boston
- Health-conscious individuals
- Fitness enthusiasts
- Busy professionals
- Students
- Working parents

Behavioral

- Regular drinkers of energizing beverages
- Individuals who are interested in subscription-based services
- Customers who value premium delivery services
- Those who prefer to avoid the hassle of buying drinks from a store
- Those who frequently purchase from online stores and prefer home delivery
- Customers who prefer to have their favorite beverages delivered to their doorstep on a consistent basis.

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SWOT ANALYSIS



- Unique product offerings: Offer variety of healthy and energizing drinks that are not widely available.
- Subscription-based model: Reliable and consistent revenue stream while also ensuring customer loyalty.
- Premium delivery service: Convenience of having drinks delivered to their preferred location and on their preferred schedule.



- Limited geographic reach: Only serves customers in Boston, which may limit its growth potential.
- Dependence on customer preferences: Business relies on customers' willingness to subscribe.



- Expansion to new markets: Expand its geographic reach to other cities and regions.
- Diversification of product offerings: Consider expanding its product offerings: healthy snacks or food options.
- Partnership with gyms or fitness studios: Offer discounts or promotions, attracting health-conscious consumers.



- Economic downturn: Impact consumer spending, potentially reducing demand for premium, subscription-based services.
- Regulatory changes: Changes to food and beverage regulations.
- Intense competition: Competition from established players in the industry, as well as new entrants.

PORTER FIVE FORCES



New entrants (Medium)

- Competitors: chain stores cafe and local beverage shops
- Low switching cost.
- Trends: Plant-based, functional beverages
- Collaboration: Delivery services partnerships
- Social media: Online presence, customer reviews



Substitutes (Medium)

- Grocery store beverages, home-brewed options
- Differentiation: High-quality, artisanal beverages which are difficult to make at home and local stores



Rivalry in the industry: (High)

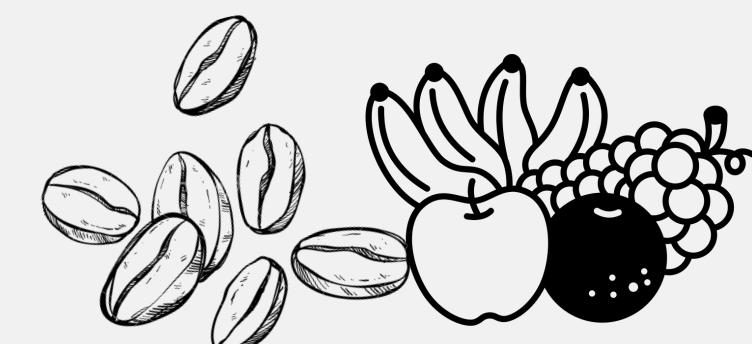
- Competitors: chain stores cafe and local beverage shops
- Low switching cost.
- Trends: Plant-based, functional beverages
- Collaboration: Delivery services partnerships
- Social media: Online presence, customer reviews

Bargaining Power of Buyer(High)

- Demographics: Professionals, students, health-conscious individuals
- Price sensitivity: Competitive pricing, value, affordability
- Preferences: Plant-based options, functional beverages, artisanal drinks
- Convenience: Subscription-based delivery, customization, flexibility

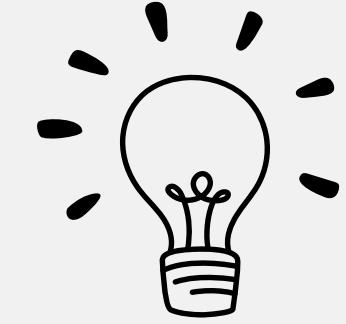
Bargaining Power of Supplier(Medium)

- Multiple suppliers: Local farmer, Coffee beans, tea leaves, protein powders
- Dependency reduction: Maintain good relationships
- Monopolistic supplier power: Cost increases



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INFORMATION PRODUCTS



Customization of the drinks

- Type of beverage (Tea, Coffee, juice, smoothie, energy drink etc)
- Flavour of the drink (caramel, blueberry, chocolate etc.)
- Strength of the drink (strong, medium, light)
- Sweeteners and milk alternatives



Product Information

- Information on ingredients used in each of the products
- Nutritional Value
- Potential allergens
- Dietary restrictions

Subscription

- Frequency of the delivery (weekly, bi-weekly, daily, twice a day etc.)
- Number of drinks per day
- Cost plans

Rewards and Promotions

- Loyalty card
- Discounts
- Special/ festival promotions
- Referral bonuses
- Free samples
- Discount on first few orders etc.

User-Generated Content

- Pictures and videos of their drinks and what they liked about it
- Recommend any drink they want
- Suggest a recipe

Billing Payment

- Pre-paid or post paid
- Pay as you use
- Method of payment
- tax/ additional charges info

Customer Service

- How customers can contact (Social Media, e-mail, Phone number etc.)

Drink Recommendations

- Provide drink recommendation based on past purchases and purchases from other customers with similar profile

Delivery Information

- Estimated Delivery Time
- Shipping carrier used
- Tracking information

[Link to the website](#)



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OPERATIONS FLOW



- 1 Marketing & Acquisition:
Promote BrewCrew, attract potential customers.
- 2 Subscription & Order Handling:
Manage customer subscriptions, process orders.
- 3 Product Preparation:
Create beverages using fresh ingredients, maintain quality.
- 4 Packaging & Delivery Coordination:
Package products, schedule deliveries based on customer preferences.
- 5 Order Delivery:
Transport products, confirm delivery with customers.
- 6 Customer Support & Improvement:
Address inquiries, resolve issues, enhance customer experience.

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DATA FLOW

1

Customer Data Collection:

Collects customer information during sign-up, subscription selection, and order placement, storing it securely.

2

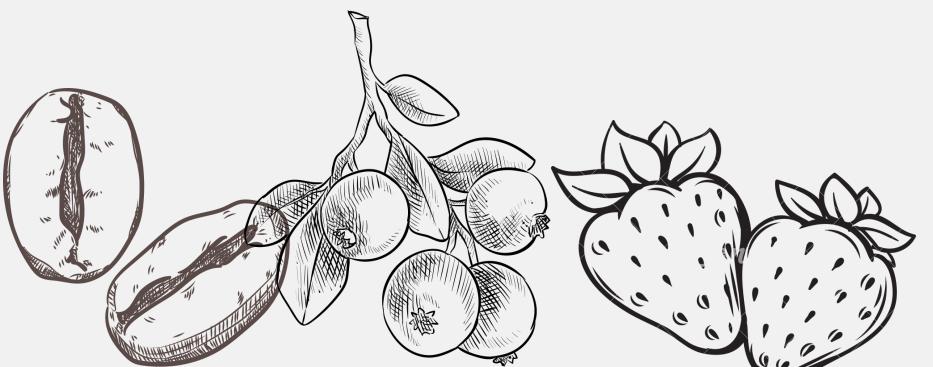
Order and Transaction Data:

Record data from customer orders, transactions, and payments, including product preferences, pricing, and promotions applied.

3

Inventory and Product Data:

Track inventory levels, raw materials, and product information to maintain optimal stock and monitor product performance.



4

Delivery and Scheduling Data:

The delivery system collects data on delivery times, locations, and scheduling preferences to optimize delivery routes and efficiency.

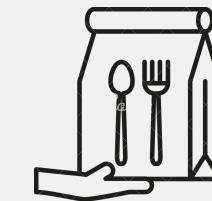
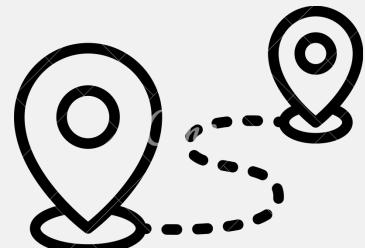
5

Customer Feedback and Reviews: Gather customer feedback and reviews, analyzing it to identify trends, preferences, and areas for improvement.

6

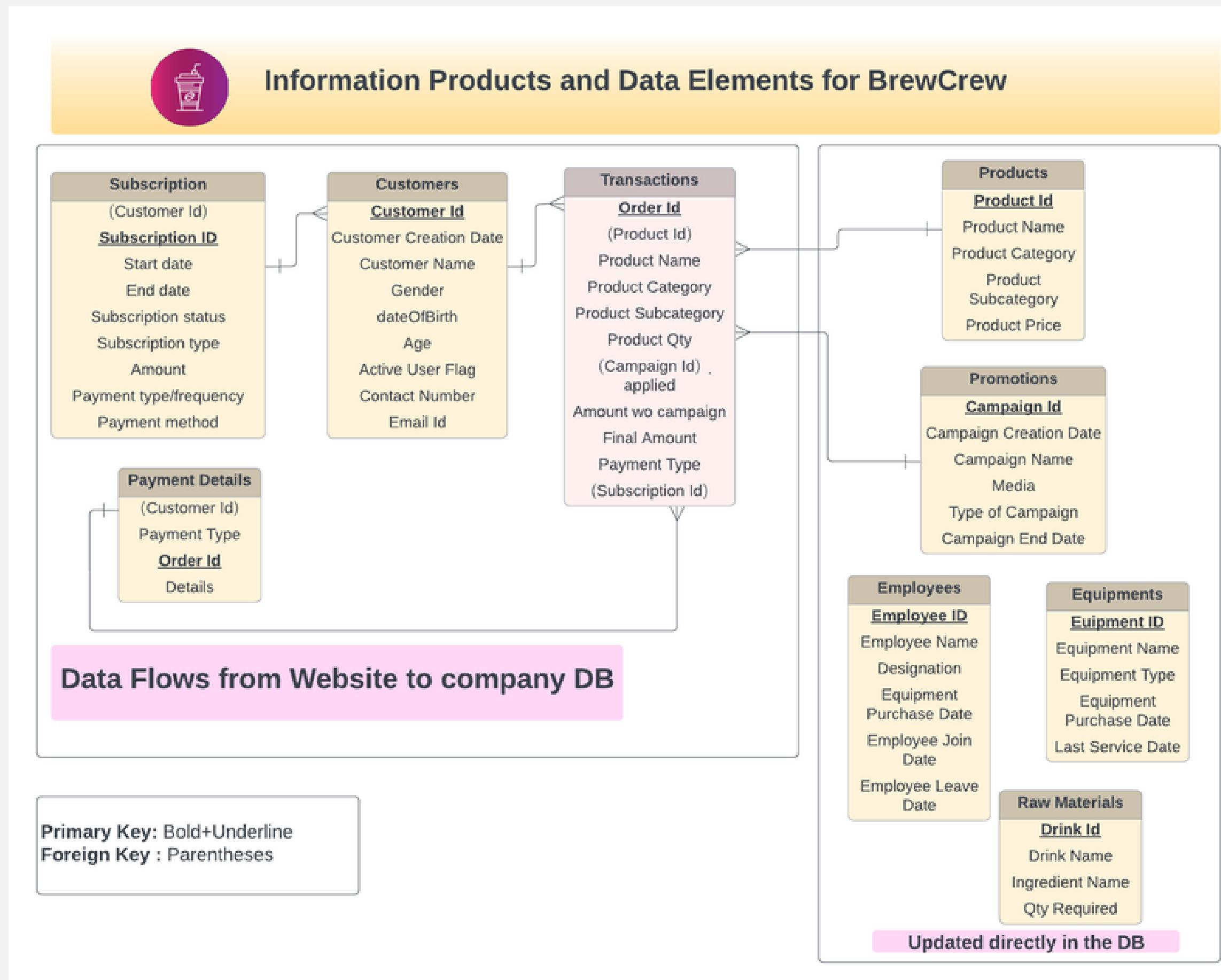
Data Analysis and Insights:

Use data to generate insights, informing marketing strategies, product development, and operational improvements.



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ENTITY RELATIONSHIP DIAGRAM



DATA VALIDATION RULES FOR DATA QUALITY

REQUIRED FIELDS:

- The system can be set up to require certain fields to be filled out before a form can be submitted. For example, fields such as customer name, delivery address, and payment information could be set as required fields (System and Business check)

DATA FORMATS:

- The system can be programmed to only accept certain data formats for specific fields. For example, the system could be set up to only accept valid email addresses, phone numbers, or credit card numbers (System Check)

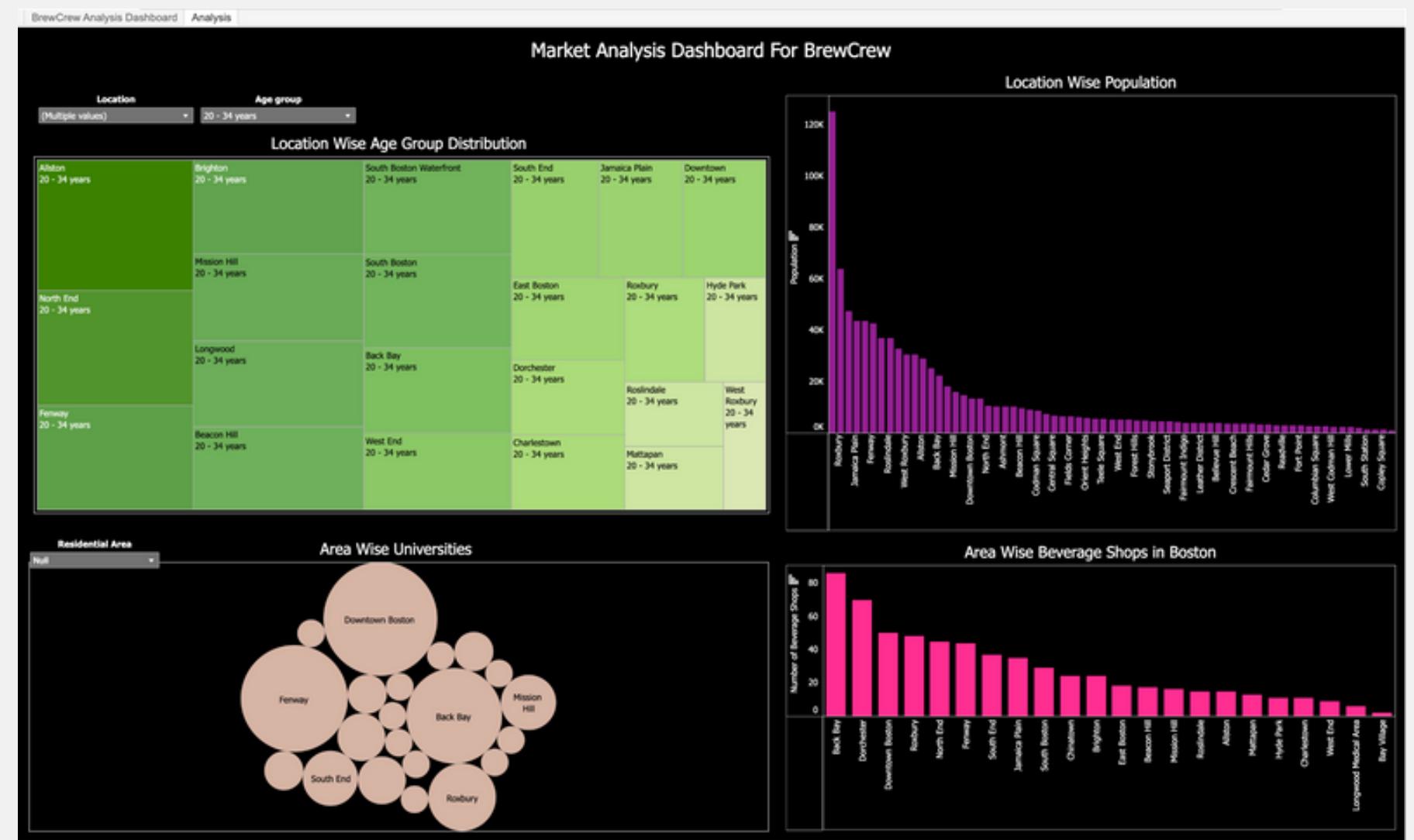
RANGE OR LIMIT CHECKS:

- The system can also perform range or limit checks to ensure that data entered falls within a certain range or limit. For example, the system could be programmed to only accept delivery addresses within a certain geographical range or to only accept subscription orders that fall within a certain price range (Business Check)

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DATA ANALYSIS

- EDA was performed on the demographics data of boston to understand the Market Situation
- This Dashboard Contains the Following
 - a. Locality wise Age distribution
 - b. Locality Wise Number of Colleges
 - c. Locality Wise Population
 - d. Locality Wise Presence of Beverage Shops
 - e. EDA on Boston Demographics data



[Tableau link](#)

[SQL page](#)

3C'S OF INFORMATION PRODUCT

Collector



- Stakeholder:
Suppliers, Manufacturers, Brew Crew
- Data collection process will start occur
during all stages of the buying process.
Manufacturers, suppliers will collect data
regarding raw materials and finished
products for supply chain purposes. Our
organization will collect data from stores
and other surveys.

Custodian



- Stakeholder:
Data Analytics Team and Data
Infrastructure team
- Once data is collected, the storage and
utilization process will be taken care by
the data analytics and information
technology team in the organization. This
data will be securely store on servers in
the firm.

Consumer



- Stakeholder:
Product Development Team, Marketing
Team
- The final data will be used by us (Brew
Crew) to refine our products and create
better offerings. We can also use this in
our branding and marketing strategies
for recommendation purposes and
understanding the trends.

FUTURE SCOPE AND CHALLENGES

Future Scope

- Expansion into new markets: As the business grows and gains more customers, there may be opportunities to expand into new geographic markets and offer the service to a wider audience
- Partnerships with other businesses: The business could explore partnerships with other companies to offer bundled services, such as partnering with a healthy snack company to offer a complete healthy snack and beverage package
- Innovation in technology: The business could leverage emerging technologies such as artificial intelligence to further personalize their offerings and improve their delivery services

Limitation

- Logistics: Delivering custom drinks to individual customers on a regular basis can be complex and costly, and may require careful management of inventory, delivery routes, and timing.
- Seasonality: The demand for certain drinks may vary depending on the season, which can make it challenging to manage inventory and keep customers satisfied throughout the year.
- Competition: The beverage industry is highly competitive, and there may be other businesses offering similar services to customers.
- Customer retention: It can be challenging to retain customers over time and keep them engaged with the brand. This may require ongoing efforts to create new products and promotions, and to maintain a high level of customer service.
- Cost management: Offering customized drinks and delivery services can be expensive, and it may be challenging to balance the cost of goods sold with the prices charged to customers in order to maintain profitability.